

A career in RESTAURANTS?

What's that about?

The restaurant/foodservice industry is looking for the country's best young people to be its leaders for the next century. This could be you! Now, more than a \$500 billion industry, the restaurant business is growing so quickly that it is projected to create 1.9 million new jobs over the next decade.

Hear that?

That big bang was the restaurant industry growing! You've seen it. You can be a part of it! You celebrate a special occasion with a trip and a great meal. You grab a bite around town just to get together with friends. You try that new place with the wild theme. After the prom, you pick a spot that's ultra elegant. You've been to all kinds of restaurants, and they are just the tip of the iceberg.

And it's a good thing, because America is on the move—for business and for pleasure. It's easy to see that Americans are traveling and eating out more than ever before, and your generation is sure to keep that trend rolling.

The bottom line.

The restaurant industry, with a total employment of 14.4 million workers, is expected to create 1.9 million jobs by 2016—with 47,000 of those being management positions. That translates into enormous opportunities for you—if you start learning the restaurant business today.

Shenee Pearson; Crane High School student; Chicago, Illinois

“Working in a ProStart internship is wonderful. I've had a great experience. I'm improving both my culinary skills and my people skills. My mentor really shows me the ropes. This internship is anything but dull. I get to see something new every day.”

Bonnie Chelette; ProStart student; St. Amant, Louisiana

“Before the ProStart program I was unaware of the infinite possibilities for growth and professional advancement in the restaurant industry. I now have dreams of entrepreneurship and aspirations of being a future restaurateur. No other class helps you learn about the work world.”

What is the restaurant industry?

We focus on foodservice in all locations. Our industry is vast and includes:

- Fine dining restaurants
- Casual family restaurants
- Chef-owned bistros
- National chains
- Resorts and casinos
- Stadiums and theme parks
- Catering
- Employee cafeterias
- Quick-service dining
- National parks
- Colleges
- Cruise lines

Where are the jobs?

They're everywhere! There are more than 12.5 million jobs in foodservice existing in every state, region and type of community. Restaurant managers can stay close to home or move to other parts of the world.

Salaries start with entry-level hourly wages and go to seven figures. Many businesses offer the same health and vacation benefits as large corporations, in addition to reduced rates on food and accommodations.

Here's the first step to RESTAURANT MANAGEMENT...

What is ProStart®?

ProStart is a career-building program that gives high school students a taste for success in the restaurant and foodservice industry by blending both classroom learning and work experience to produce the future culinary and management leaders of tomorrow.

Involving more than 53,000 students in more than 1,300 schools across 45 states, territories and districts, the ProStart program sets the standard for introducing high school students to a rewarding career in the restaurant and foodservice industry—the cornerstone of our nation's career-and-employment opportunities.

The NRAEF's National ProStart Certificate of Achievement

Successfully completing the NRAEF's ProStart program earns you this certificate and puts you on the road to management in one of America's largest industries. Many university restaurant/foodservice programs accept ProStart courses for college credit, knowing that ProStart graduates have completed an approved curriculum and have met high standards of excellence.

What about scholarships?

Each year approximately \$1.4 million in scholarships and financial aid are awarded by the NRAEF. Many more scholarships are available from other industry sources. For information, contact the National Restaurant Association Educational Foundation at 1.800.765.2122, or visit the Web site at www.nraef.org/scholarships.

What is the NRAEF?

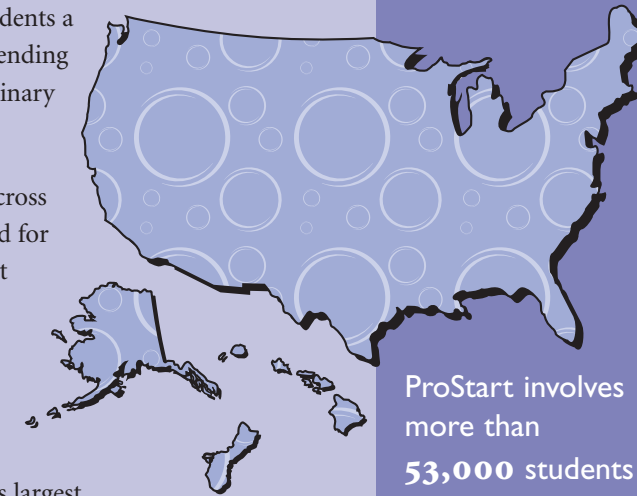
The National Restaurant Association Educational Foundation's mission is to educate and train the restaurant/foodservice industry workforce. It does this through recruitment and training initiatives including the ProStart program. Students in the program can earn the NRAEF's National ProStart Certificate of Achievement that brings opportunities to earn scholarships and articulation to many colleges and universities.

After attaining the ProStart certificate, graduating students can enroll in colleges offering the NRAEF ManageFirst Program. The ManageFirst Program incorporates an integrated series of industry-driven competency guides and exams leading to certificates and a credential that tell employers the individual has mastered the core competencies and skill sets needed to succeed as a manager in the industry.

Finally, the NRAEF offers the highest managerial credential in the industry—The Foodservice Management Professional® (FMP®). After the requisite years of working experience, managers may sit for the FMP Examination, a demanding test of all areas of foodservice management. The FMP credential is recognized as the standard for Unit Managers, including industry associations and leading national chains.

And it all begins with the ProStart program. Sign up now!

Visit our Web site at www.nraef.org for more information.
175 West Jackson Boulevard, Suite 1500, Chicago, IL 60604-2814
For more information call 1-800-765-2122, ext. 359



ProStart involves more than **53,000** students across **45** states, territories and districts.



ProStart
Creating Tomorrow's
Foodservice Leaders



RESTAURANT CAREERS



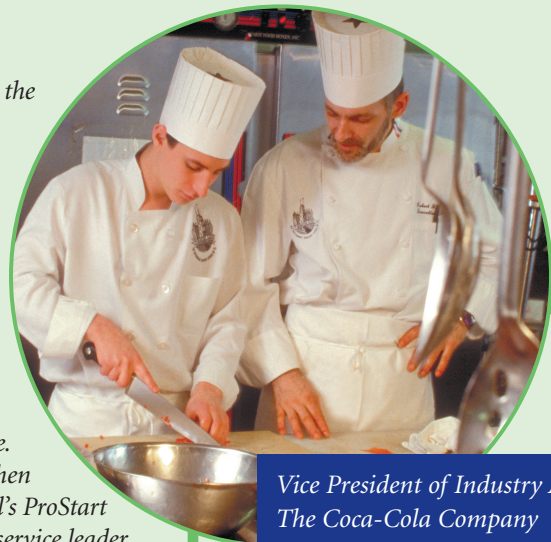
Director, Staffing Services,
Sodexo

“The ProStart program exposes high school students to our rewarding industry, helping create an awareness of vast opportunities available while encouraging continuing education in an effort to create our industry’s future stars.”



Manager of Human Resources
and Compensation,
Golden Corral Corporation

“ProStart students learn skills that make them instantly marketable in this industry. The dedication and discipline they learn will make them successful in their careers.”



Vice President of Industry Affairs,
The Coca-Cola Company

“The ProStart program offers students a great chance to jump start their learning and sets them up for success in continued education and work experiences. It allows students to enjoy the opportunity to learn all aspects of the business and recognize the value that education brings to complement work experiences.”

Take a first-hand look at the fast-paced and exciting foodservice industry. Restaurant professionals do more than create delicious dishes and run top-notch commercial kitchens. They have exceptional “people skills,” accounting know-how, public relations expertise and much more. You’ll experience it all when you join your high school’s ProStart program. Become a foodservice leader of tomorrow!



Susan Robinson; parent; Marietta, Georgia

“This program gets students involved at the ground level. Now that my son knows what his future career will be, he already has a company to support him in the future. He has an edge on his career and a distinct advantage. These mentors see his potential and are there to watch him succeed.”

Make food that’s FUN... Run a great RESTAURANT... Move up fast...Every day is DIFFERENT!

Sound good to you? It’s what restaurants are all about. If you don’t like to stand still, this fast-paced industry is for you. Every day brings new challenges and talented employees move up quickly. It doesn’t take long to build a solid track record.

Professional: A career in the restaurant and foodservice industry is a profession. Restaurant programs include courses in business management, finance, accounting, human resources, customer relations, marketing, public speaking, food science and technology. Those who acquire professional credentials distinguish themselves as being highly skilled, trained, motivated and career-minded—and immediate candidates for better opportunities and pay.

Corporate: You could join a corporate team. There are top jobs in Marketing, Business Development, Human Resources, Training, Quality Assurance, Security, Real Estate, Accounting and more—in dozens of restaurant corporations and the Fortune 500 firms that serve them.

Entrepreneurial: Imagine yourself owning your own restaurant! It really can happen. The American Dream is alive and well in the restaurant and foodservice industry. This industry has a strong tradition of promoting from within and rewarding entrepreneurs. You can go as high as your ambition allows.

To learn more, visit www.WeAreProStart.org.

Debbie Page, educator, Portland, Oregon

“As an educator, I have seen ProStart change lives. Through internships and mentoring, students go above and beyond what is expected of them. A whole world of opportunities has arisen for students involved in this program.”

How do you get ahead in the industry?

1 Get down to business

It’s critical to get a head start while still in high school by joining the ProStart program. This program is designed to help you move from a paid high school internship into a college restaurant/foodservice program like the NRAEF ManageFirst Program™, and on to management positions in restaurants and foodservice operations. Whether you plan to enter college, or move straight into the industry, ProStart opens doors, helping you reach your dreams!

2 Structured learning that’s practical and lively

The ProStart program meets high standards and provides an industry-approved curriculum. And, most important, your classwork may be combined with a practical paid internship, with mentoring by an enthusiastic restaurant/foodservice pro. This on-the-job experience may lead to full-time employment for graduates.

3 The human touch plus high tech

To succeed, you’ll need good work habits, a positive attitude and lots of “people skills,” but you’ll be rewarded with nearly limitless career opportunities. Computers and the Web play a huge role in the industry, from restaurant point-of-sale systems to computerized menu planning. Restaurant companies rely heavily on computers to calculate real estate investments, site selection, marketing research and productivity.



Chief Executive Officer,
Buca di Beppo

“Our industry has always produced great mentors committed to contributing their time and skills. There is no measure for the importance or reward of mentorship.”

Director of College Relations,
Compass Group

“Learn all you can about all different types of restaurants and foodservice operations—better yet, work in as many of them as you can. Understanding the many types and styles of service helps to develop better analytic and management skills.”



Restaurants are fast-paced businesses, and there is so much to know and do. When you join your high school’s ProStart program, you’ll be paired with a mentor who will show you the ropes. You’ll develop management skills, learn to think on your feet, use your computer expertise and more. Every day is different. In the restaurant business, you never stop learning and it’s fun.

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